

History of the North Dakota Oil and Natural Gas Industry

Submitted by:

North Dakota Petroleum Council

- ☐ Total Amended Funding Request - \$295,000;
Total Amended Project Costs - \$607,000
Project Duration: 36 months**

PROJECT DESCRIPTION

- The North Dakota Oil History Project will be dedicated to preserving and maintaining the history of the oil and gas industry in our state and honoring the men and women – both past and present – who helped build it. North Dakota Oil History project will be a multi-year project that will live online and include both written historical accounts and “mini-documentaries.” These mini-docs will be 2- to 3-minute videos that tell the story of key events, people, technologies, developments and more. All content will be prepared to be shared via social media, including Facebook, YouTube, Twitter, Instagram, and other channels. In the first year, at least 12 people – some of the industry’s oldest pioneers – will be interviewed on camera and videos and written content will be produced from each. Additional means of sharing of produced content through the Talking Trail application; include mobile app platforms and iBeacon technology creating interactive content in both temporary and/or permanent exhibits.

TECHNICAL REVIEWERS' RATING SUMMARY

| | | Technical Reviewer | | | |
|-------------------------------|------------------|--------------------|-----------------|----------------------------|-------------------------------|
| Statement | Weighting Factor | <u>G-47-01A</u> | <u>G-47-01B</u> | <u>G-47-01C</u> | <u>Average Weighted Score</u> |
| Objectives | 9 | 4 | 4 | 3 | 27 |
| Achievability | 7 | 5 | 4 | 5 | 28 |
| Methodology | 8 | 4 | 4 | 3 | 24 |
| Contribution | 8 | 3 | 4 | 4 | 24 |
| Awareness / Background | 5 | 3 | 4 | 3 | 15 |
| Project Management | 3 | 4 | 4 | 2 | 9 |
| Equipment / Facilities | 2 | 3 | 4 | 3 | 6 |
| Value / Industry-Budget | 4 | 3 | 4 | 4 | 12 |
| Financial Match – Budget | 4 | 3 | 4 | 4 | 12 |
| Average Weighted Score | | 184 | 200 | 177 | 187 |
| Maximum Weighted Score | | | | 250 possible points | |
| | | | | | |

TECHNICAL REVIEWER TOTALS

- G-47-01A

Average Weighted Score: **184 out of 250**

FUND

- G-47-01B

Average Weighted Score: **200 out of 250**

FUND

- G-47-01C

Average Weighted Score: **177 out of 250**

FUND

TECHNICAL REVIEWER COMMENTS

Reviewer G-47-01A

The project is well suited to meet its overall goals and those of the Council in the area of education and knowledge. The plan to distribute the information through multiple channels and partners creates long-term value for the investment, along with the historical significance. While greater detail about portions of the plan would have strengthened the application, the overall purpose and mission are well-defined. The effort should show returns in changing perceptions and enticing future workforce to consider a career path in the oil and gas industry.

Recommendation: Fund

Reviewer G-47-01B

The proposal to focus on interviews of people involved in the development of this industry in North Dakota is very significant – these kinds of first person sources can be very valuable to later researchers. Also, the proposal has built in specifications for review. Finally, the results of this research will be made available to state and regional historical agencies, which will insure it is available for use by future researches.

Recommendation: Fund

Reviewer G-47-01-C

It is always the most difficult and risky however, this reviewer would like to see some goals attached to changes in behavior. For example, more students entering oil and gas-related programs at the college level, or more applications for open positions in the North Dakota oil and gas industry. Perhaps it might start with a target number of educators who begin using the created videos and podcast as part of their North Dakota curriculum. This reviewer fully supports the idea of documenting the history of the oil and gas industry for future generations. Storytelling is one of the most engaging ways to do this. Making use of online platforms and mobile apps connect with a broader base of stakeholders.

Recommendation: Fund

Industrial Commission Executive Director's Recommendation:

(Note from Industrial Commission Executive Director/Secretary Karlene Fine: Because of a potential conflict of interest Brent might have with this application, I reviewed the application and the Technical Reviewers' comments and am making the recommendation regarding funding.)

Fund in the amount of \$295,500 with the contingency of the establishment of the Advisory Committee including a representative of the State Historical Society. Fund